

ABSTRACT

The growth of social media Facebook in Indonesia is growing very fast, from statistical data until June 30, 2017 shows that 132,7 million people have been using the internet while 126 million people already have Facebook accounts. XL Axiata as a provider of telecommunications in Indonesia has become one of the companies that use Facebook as a medium of communication between company and customers in Facebook, with a huge social media users in Indonesia making the opportunity for the industry to take benefit from it.

This research was conducted to determine the influence of Brand Experiences through Perceptual Experience, Social Experience, Epistemic Experience, and Embodied Experience toward Customer Engagement on My XL Facebook page by using Convenience Sampling of 100 respondents.

By using descriptive and multiple regression analysis, the results showed that respondents responded well through the four existing experiences, from the results of the hypothesis partially indicated that the Perceptual and Epistemic Experiences did not affect the Customer Engagement, while the Social and Embodied Experience had a influence on Customer Engagement.

Keywords: *Social Media, Customer Engagement, Brand Experiences*